

## **REMARKS/ARGUMENTS**

Claims 1-28 are pending, no new claims have been added and no claims have been deleted.

Claims 1-9 stand rejected under 35 U.S.C. §102(e) as being anticipated by Harrington (U.S. Patent No. 5,895,454). Claims 10-28 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Harrington in view of Barlow et al. ("Barlow", U.S. Patent No. 6,038,551). Applicants respectfully traverse these rejections.

In the response to Arguments section (Pages 8 through 10), the Examiner asserts that the limitation "tracking user-based assets" is not supported in the specification. The Examiner further states that the limitation "managing the servicing of user-based assets for each of a plurality of users" is "not in the claim language." Further, the Examiner states the claim terms "user-based records" and "vendor-based records" have no support in the specification in any way. These assertions made by the Examiner leave the applicants perplexed, particularly in view of the fact that applicants are now responding to a fifth Office Action issued by the Examiner.

Particularly, the Examiner states that the argued limitation "tracking user-based assets" is not supported in the specification. Respectfully, assets tracking, managing and servicing are key elements of the invention, and are described on page 4, at lines 10 and 15. Further, the specification is replete with the asset and relationship tracking system, "ARTS," and further refers to the ARTS repository (also refer to as "A/R DB"), the ARTS security controller (also referred to as "SC"), the ARTS request processor and the ARTS editor/viewer, all of which relate to asset tracking. Further, and with reference to Figure 1, ARTS 10 is an asset in relationship transaction management system "which tracks and integrates transactional activities of a large number of users in corresponding product and service providers" (page 20, lines 15 through 18). Thus, tracking user-based assets is disclosed and supported throughout the specification.

Further, with respect to managing the servicing of user-based assets for each of the plurality of users, applicants direct the Examiner's attention to claim 1, lines 15 through 16 that explicitly recite "managing servicing for the user-based assets for each of the plurality of users."

Applicants simply cannot understand how the Examiner would assert that such limitation is not in the claim language in a fifth Office Action.

Further, the Examiner states that “user-based records and vendor-based records” have no support in the specification. Again, the specification is replete with instances of vendor-based and user-based records. At page 4, lines 17 through 29, that describes user-based asset data records and vendor (“SP/V”) data records. The SP/V data records comprise service and product information. Thus, for the Examiner to state that user-based records and vendor-based records has no support in the specification in any way is clearly erroneous.

As noted in applicants' previous response, Harrington teaches and antiquated environment to effect commerce (col. 2, line 23).

Harrington teaches organizing and integrating commercial interactions via a remote database application whereby a user accesses a database to locate and interact with a range of remote vendor locations. In particular, information stored in the database “directs” the user to vendor web sites, always in response to a user initiated activity, such as a keyword search, an interaction with a graphical icon, selection of screen controls or the like.

Harrington, in contrast with applicants' claim 1, does not teach or suggest tracking user-based assets, nor does it teach managing the servicing of user-based assets for each of a plurality of users. Further, Harrington does not teach or suggest enabling vendor based interactions between user-based records and vendor-based records. Nowhere in Harrington is a vendor able to “initiate” an interaction between asset and relationship tracking repository data records that are user-referenced and the at least one of a service and product, vendor-referenced data records that are vendor-referenced, in a manner that creates current user information. Instead, Harrington teaches a database that stores vendor data 32 and which is used to direct customers to vendor sites to review vendor data 36 to enable customers to purchase goods or services. Purchasing goods or services from a vendor is not equivalent to tracking user-based assets, nor is it equivalent to managing the servicing of user-based assets. Thus, fundamental elements of applicants' claim 1 are missing from the teachings of Harrington, including a control and communication subsystem enabling asset tracking, managing and servicing.

Moreover, applicants have carefully reviewed the passages of Harrington cited by the Examiner, notably Fig. 1, Col. 2, lines 26-47, and cannot find any teaching or suggestion of tracking user-based assets and managing servicing for the user-based assets for each of a plurality of users. Fig. 1 is a schematic of a network (col. 3, line 24), and Col. 2, lines 26-47 refer exclusively to effecting a commercial transaction between a buyer and a seller. There is no mention of tracking user-based assets, servicing user-based assets, and/or vendor initiated interactions between user-based records and vendor-based records.

Thus, for the reasons set forth above, applicants respectfully submit that features of applicants' claim 1 are not taught or suggested by Harrington. Harrington does not anticipate applicants' claim 1 and, therefore, claim 1 is patentable. Moreover, claim 2-9 depend directly or indirectly from claim 1 and are, therefore, patentable for the same reasons, as well as because of the combination of features in those claims with the features set forth in the claim(s) from which they depend.

With regard to claims 10-28, currently rejected under 35 U.S.C. §103(a), applicants respectfully submit that Barlow does not supply the elements of applicants' claim 1 that are missing from the teachings of Harrington. Barlow describes a system and method for configuring and managing security resources on a multi-purpose integrated circuit smartcard using a personal computer. Barlow teaches that a user maintains information about their personal assets or other aspects of their lives on an intelligent PC card which can be connected to a computer to monitor and update its contents, or to a remote computer. Barlow, however, does not teach or suggest applicants' claim 1 control and communication subsystem that enables a vendor able to "initiate" an interaction between asset and relationship tracking repository data records in a manner that creates current user information, and enables tracking the user-based assets and managing servicing for the user-based assets for each of the plurality of users.

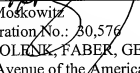
Accordingly, applicants respectfully submit that the combination of Harrington and Barlow does not teach all of the elements of applicants' claim 1 and, therefore, does not render applicants' claim 10-28 obvious under 35 U.S.C. §103(a). In view of the foregoing remarks, reconsideration is respectfully requested.

Claims 10-28 depend directly or indirectly from claim 1, and are, therefore, patentable for the same reasons, as well as because of the combination of features in those claims set forth the with the combination of features set forth in the claim(s) from which they depend.

This application is now believed to be in condition for allowance, for which action is earnestly solicited.

Respectfully submitted,

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